

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RVCA Platform, LLC	FORMERLY RVCA Licensing, LLC	08/16/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	SEAL TRADEMARKS PTY LTD		
Street Address:	1 Billabong Place		
City:	Burleigh Heads, Queensland		
State/Country:	AUSTRALIA		
Postal Code:	4220		
Entity Type:	CORPORATION: AUSTRALIA		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	3020861	RVCA	
Registration Number:	3445067	R C	
Registration Number:	3752674	RVCA	
Registration Number:	3231955		
Registration Number:	3231920		
Registration Number:	3116702	ARTIST NETWORK PROGRAM ANP	
Registration Number:	2622308	VA	
Registration Number:	3431087		
Registration Number:	3431086	THE BALANCE OF OPPOSITES	
Registration Number:	3323204	ANP QUARTERLY	
Registration Number:	3333901	VA RVCA	
CORRESPONDENCE DATA			
Fax Number:	(310)446-9909		

OP \$290.00 3020861

900170062

TRADEMARK  
 REEL: 004265 FRAME: 0570

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 310-446-9900  
Email: sunny@jrsfllp.com  
Correspondent Name: Sunny Nassim, Esq. / JRSF LLP  
Address Line 1: 10866 Wilshire Boulevard  
Address Line 2: Suite 1550  
Address Line 4: Los Angeles, CALIFORNIA 90024

ATTORNEY DOCKET NUMBER:	8140-001 USPTO ASSIGT FEE
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**DOMESTIC REPRESENTATIVE**

Name: Sunny S. Nassim, Esq.  
Address Line 1: 10866 Wilshire Boulevard  
Address Line 2: Suite 1550  
Address Line 4: Los Angeles, CALIFORNIA 90024

NAME OF SUBMITTER:	Sunny S. Nassim
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Signature:	/ssn/
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Date:	08/23/2010
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**Total Attachments: 15**

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## **ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, RVCA Platform LLC, a Delaware, United States of America, limited liability company ("Assignor"), having a principal place of business of 960 W, 16<sup>th</sup> Street, Costa Mesa, California 92627 United States of America is the owner of all right, title and interest in and to those trademarks set forth in the Schedule attached hereto (the "Marks"); and

WHEREAS, SEAL TRADEMARKS PTY LTD, a Queensland, Australia corporation or its nominee(s) ("Assignee"), having a principal place of business at 1 Billabong Place, Burleigh Heads, Queensland 4220, Australia, the successor to that portion of the ongoing and existing business of Assignor to which the Marks pertain, is desirous of acquiring the entire right, title and interest in and to the Marks and the registrations thereof;

NOW, THEREFORE, for USD10.00 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to the Marks and the registrations thereof, together with the goodwill of the business symbolised by and associated with the Marks, including the right to take action for any infringements that occurred prior to or after the date of this Assignment, whether the infringement be an infringement under Trade Mark law or common law or other law.

The Assignor hereby authorises and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to issue any and all certificates of registration of the Marks to the Assignee as the owner of the entire interest, for the sole use of the said Assignee, its permitted successors, assigns and legal representatives, or to issue other documents as appropriate to record the Assignee as owner of the Marks.

The Assignor hereby warrants and undertakes that it will forthwith sign, upon request made by the Assignee, any further documentation that may be required to record the Assignee as the owner of the Marks at any Trademark Office or equivalent authority responsible for registering trademarks or recording ownership of trademarks.

This Assignment shall be binding upon the undersigned's legal representatives.

*[signatures appear on following pages]*

DATED: July 14, 2010

Assignor:

Patience

RVCA Platform, LLC

On this 14th day of July 2010, before me personally came Patrick M. Tence, Jr. personally known to me (or proved to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument, and who, being duly sworn by me, did depose and say that he is the CEO of RVCA Platform LLC, a Delaware, United States of America, limited liability company and that he executed the foregoing instrument on behalf of RVCA Platform LLC, and that he had authority to sign the same, and he acknowledged to me that he executed the same as the act and deed of said firm for the uses and purposes therein mentioned.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

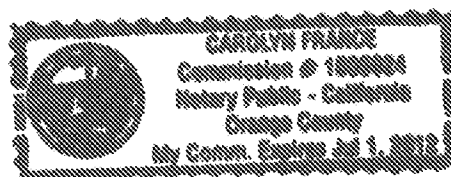
WITNESS my hand and official seal.

Signature

Carolyn France

Printed Name:

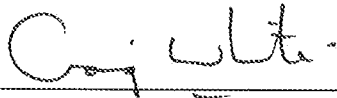
Carolyn France



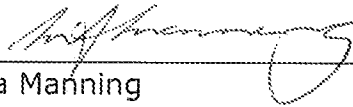
DATED: 16 AUGUST, 2010

**Assignee:**

Seal Trademarks Pty Ltd by



John Craig Uttermare White  
Director



Maria Manning  
Secretary

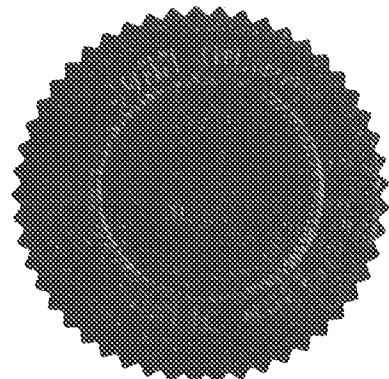
I, John Gordon, Notary Public of Southport, Queensland, duly witness the execution by John Craig Uttermare White and Maria Manning of this Power at Burleigh Heads, Queensland, Australia this 16th day of AUGUST, 2010 and I hereby certify that the said John Craig Uttermare White is the Director and the said Maria Manning is the Secretary of Seal Trademarks Pty Ltd and are entitled to act on its behalf and that the Power is valid under the laws of Australia and that Seal Trademarks Pty Ltd is organised and existing according to the laws of Australia.

Witness my Hand and Notarial Seal.

Signature: \_\_\_\_\_




John Gordon  
Notary Public



## SCHEDULE











### TRADEMARK REGISTRATIONS

Country	Trademark No.	Trademark	Classes	Status
Australia	863868	RVCA	25	Registered
Australia	1199866	ANP QUARTERLY	16	Registered
Australia	1077700	Artist Network Program 	25	Registered
Canada	726450	RVCA	25	Registered
Canada	726451	Artist Network Program 	25	Registered
European Union	2048627	RVCA	25	Registered
European Union	2048965	RUCA	25	Registered
European Union	6208078	ANP QUARTERLY	16,18, 25	Registered
European Union	2048577	VA 	25	Registered
Indonesia	IDM000500824	RVCA	25	Registered
Japan	4561823	VA 	25	Registered
Japan	5169300	ANP QUARTERLY	16	Registered
Japan	4561821	RUCA	25	Registered
Japan	4561822	RVCA	25	Registered












Country	Trademark No.	Trademark	Classes	Status
USA	3020861	RVCA	25	Registered
USA	3445067	RVCA	18	Registered
USA	3752674	RVCA	35	Registered
USA	3231955		25	Registered
USA	3231920		25	Registered
USA	3116702	Artist Network Program 	25	Registered
USA	2622308	VA	25	Registered
USA California State Reg	113425	VA	25	Registered
USA	3431087	VA	18	Registered
USA	3431086	THE BALANCE OF OPPOSITES	25	Registered
USA	3323204	ANP QUARTERLY	16	Registered

## SCHEDULE

### TRADEMARK APPLICATIONS

Country	Application No.	Mark	Class	Status
Belarus	20101992		18,25	Pending
Belarus	20101993	RVCA	18, 25	Pending
Bosnia and Herzegovina	BAZ1014843A		18, 25	Pending
Bosnia and Herzegovina	BAZ1014844A	RVCA	18, 25	Pending
Cambodia			18, 25	Pending
Cambodia		RVCA	18, 25	Pending
Canada	1480804		18, 25	Pending
Hong Kong	301612278		18, 25	Pending
Macau			18, 25	Pending
Macau		RVCA	18, 25	Pending
Macedonia	TM2010/640		18,25	Pending
Macedonia	TM2010/641	RVCA (word mark)	18,25	Pending
Malaysia		RVCA	18, 25	Pending
Malaysia			18,25	Pending
Mexico	868235	RVCA	25	Pending
Moldova	027229		18, 25	Pending
Moldova	027230	RVCA	18, 25	Pending
Singapore	T1006057D		18, 25	Pending
Singapore	T1005058B	RVCA	18,25	Pending



Country	Application No.	Mark	Class	Status
Switzerland	55293/2010		18,25	Pending
Switzerland	55294/2010		18,25	Pending
Taiwan	099023442		18, 25	Pending
Tunisia			18, 25	Pending
Tunisia			18, 25	Pending
Turkey	2010/35958		18, 25	Pending
Turkey	2010/35857		18, 25	Pending
Ukraine	M201008108		18, 25	Pending
Ukraine	M201008105		18, 25	Pending
Venezuela			25	Pending
Venezuela			18	Pending

## ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

**THIS DEED** made the 6<sup>th</sup> day of August 2010.

**BETWEEN** RVCA Platform, LLC, of 960 W, 16<sup>th</sup> Street, Costa Mesa, California, 92627, USA (the "**Assignor**")

**AND** Seal Trademarks Pty Ltd, of 1 Billabong Place, Burleigh Heads, Queensland, 4220, Australia (the "**Assignee**")

### RECITALS

- A. The Assignor was previously named RVCA Licensing, LLC. RVCA Licensing, LLC changed its name to RVCA Platform, LLC on 25 July 2007 (as shown in Exhibit 1 attached to this Assignment.
- B. The Assignor is the registered proprietor of the trademark registrations listed in Schedule 1 attached to this Assignment (the "Trade Marks").
- C. On 14 July 2010, the Assignor and the Assignee and the Assignee entered into an agreement for the assignment of all the rights, title and interest of the Assignor in and to the Trade Marks.

### THIS ASSIGNMENT WITNESSES

NOW, THEREFORE, for USD10.00 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to the Marks and the registrations thereof, together with the goodwill of the business symbolised by and associated with the Marks, including the right to take action for any infringements that occurred prior to or after the date of this Assignment, whether the infringement be an infringement under Trade Mark law or common law or other law.

The Assignor hereby authorises and requests the relevant Patents and Trademarks authorities or such officials in foreign countries as are duly authorized by their laws to register trademarks, to issue any and all certificates of registration of the Marks to the Assignee as the owner of the entire interest, for the sole use of the said Assignee, its permitted successors, assigns and legal representatives, or to issue other documents as appropriate to record the Assignee as owner of the Marks.

The Assignor hereby warrants and undertakes that it will forthwith sign, upon request made by the Assignee, any further documentation that may be required to record the Assignee as the owner of the Marks at any Trademark Office or equivalent authority responsible for registering trademarks or recording ownership of trademarks.

This Assignment shall be binding upon the undersigned's legal representatives.

[signatures appear on following pages]

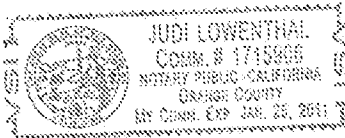
Assignor:  
RVCA PLATFORM, LLC

Pat Tenore  
Name: PAT TENORE  
Its: Chief Executive Officer

[Signature]  
Witness:

On this 6<sup>th</sup> day of AUGUST 2010, before me personally came PAT TENORE personally known to me (or proved to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument, and who, being duly sworn by me, did depose and say that he is the CEO of RVCA Licensing LLC, a Delaware, United States of America, limited liability company and that he executed the foregoing instrument on behalf of RVCA Licensing LLC, and that he had authority to sign the same, and he acknowledged to me that he executed the same as the act and deed of said firm for the uses and purposes therein mentioned.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.



WITNESS my hand and official seal.

Signature Judi Lowenthal

Printed Name: JUDI LOWENTHAL

Assignee:

Seal Trademarks Pty Ltd by

John Craig Uttermare White  
John Craig Uttermare White  
Director

Maria Manning  
Maria Manning  
Secretary

I, John Gordon, Notary Public of Southport, Queensland, duly witness the execution by John Craig Uttermare White and Maria Manning of this Power at Burleigh Heads, Queensland, Australia this 16<sup>th</sup> day of AUGUST, 2010 and I hereby certify that the said John Craig Uttermare White is the Director and the said Maria Manning is the Secretary of Seal Trademarks Pty Ltd and are entitled to act on its behalf and that the Power is valid under the laws of Australia and that Seal Trademarks Pty Ltd is organised and existing according to the laws of Australia.

Witness my Hand and Notarial Seal.






John Gordon  
Signature: John Gordon  
John Gordon (Notary Public)




TRADEMARK

REEL: 004265 FRAME: 0580


## Schedule 1

## TRADEMARK REGISTRATIONS

Hong Kong	300432684	RVCA	25	Registered
Hong Kong	300432693	Artist Network Program 	25	Registered
International	IR 860176	Artist Network Program 	25	Registered
Mexico	1135535	VA	25	Registered
New Zealand	733285	RVCA	25	Registered
New Zealand	733286	Artist Network Program 	25	Registered
New Zealand	746815	VA	25	Registered
New Zealand	776669	ANP QUARTERLY	16	Registered
Panama	156685 01	VA	25	Registered
Panama	156687 01	Artist Network Program 	25	Registered
Panama	156686 01	RVCA	25	Registered
Peru	126931	VA	25	Registered
Peru	127039	Artist Network Program 	25	Registered
Peru	126811	RVCA	25	Registered
Philippines	04-2007-007267	RVCA	25	Registered
Philippines	04-2007-007266	VA	25	Registered
Taiwan	1239388	RVCA	25	Registered

USA	3333901		25	Registered
Venezuela	336726		25	Registered
Venezuela	336727	RVCA	25	Registered
Vietnam	120565		25	Registered
Vietnam	120564	RVCA	25	Registered

### TRADEMARK APPLICATIONS

Country	Application No.	Mark	Class
South Africa	2007/14204		25
South Africa	2007/14205	RVCA	25

**Exhibit 1**

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS ON FILE OF "RVCA PLATFORM, LLC" AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

CERTIFICATE OF FORMATION, FILED THE THIRTEENTH DAY OF SEPTEMBER, A.D. 2005, AT 6:03 O'CLOCK P.M.

CERTIFICATE OF AMENDMENT, CHANGING ITS NAME FROM "RVCA LICENSING, LLC" TO "RVCA PLATFORM, LLC", FILED THE TWENTY-FIFTH DAY OF JULY, A.D. 2007, AT 5:03 O'CLOCK P.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID CERTIFICATES ARE THE ONLY CERTIFICATES ON RECORD OF THE AFORESAID LIMITED LIABILITY COMPANY, "RVCA PLATFORM, LLC".

4029561 8100H

090822923

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7504124

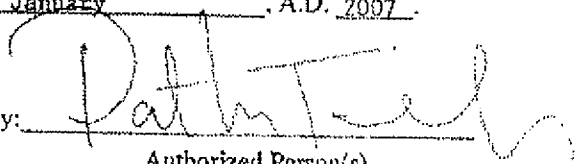
DATE: 08-31-09

TRADEMARK  
REEL: 004265 FRAME: 0584

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: RVCA Licensing, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows: ARTICLE FIRST is amended to read in its entirety  
as follows:  
FIRST: The name of the limited liability company  
is: RVCA Platform, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on  
the 8th day of January, A.D. 2007.

By:   
Authorized Person(s)

Name: Patrick M. Tenore, Jr., CEO  
Print or Type



CERTIFICATE OF FORMATION  
OF  
LIMITED LIABILITY COMPANY

FIRST. The name of the limited liability company is RVCA Licensing, LLC

SECOND. The address of its registered office in the State of Delaware is 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808. The name of its Registered Agent at such address is Corporation Service Company.

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Formation of RVCA Licensing, LLC this 13th day of September, 2005.

BY: /s/Jamie Garelick  
Authorized Person

NAME: Jamie Garelick

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 06:24 PM 09/13/2005  
FILED 06:03 PM 09/13/2005  
SRV 050750158 - 4029561 FILE